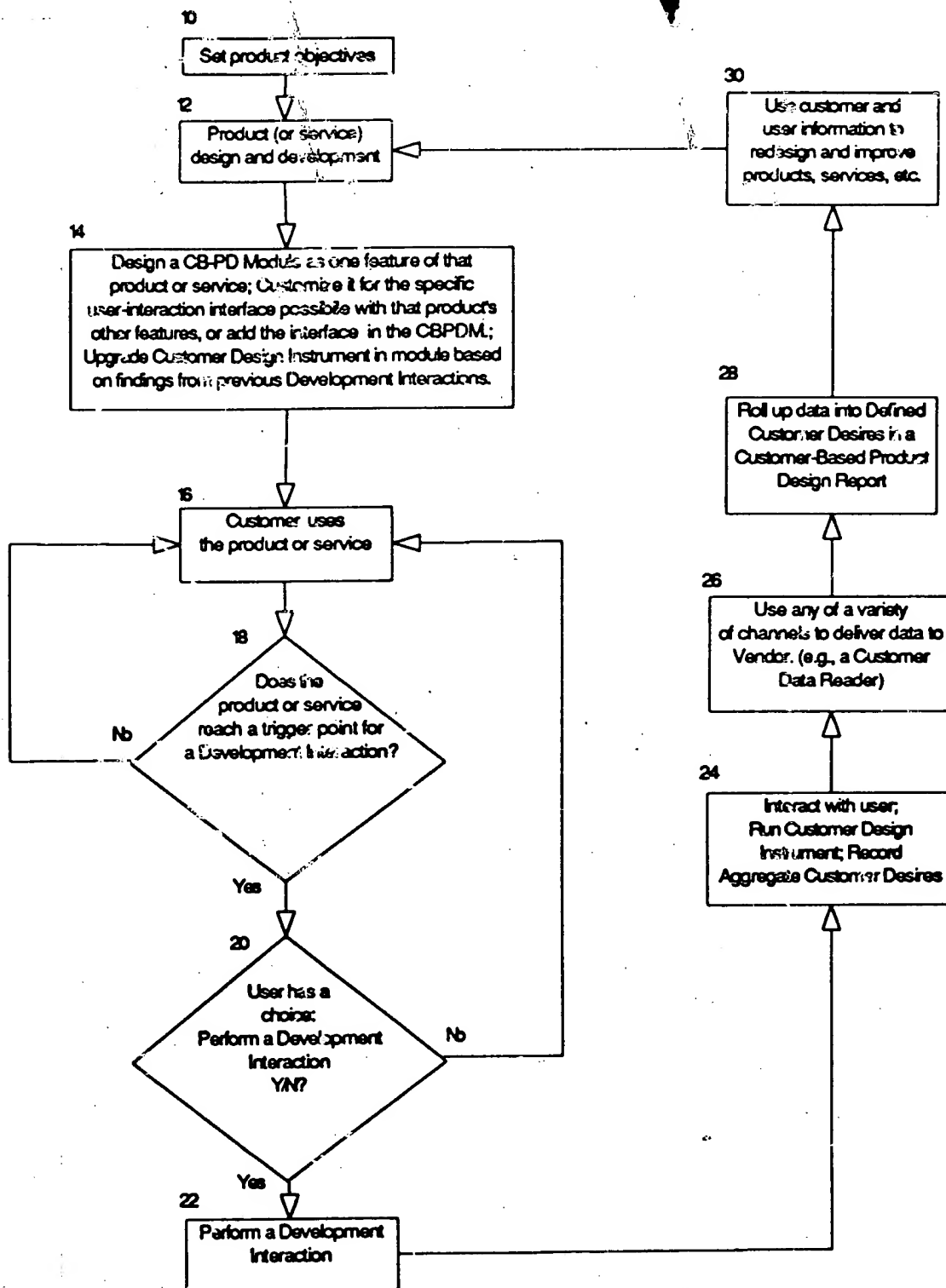


934457

Figure 1: The Customer Design System (CDS) 48638



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Figure 2: Customer-Based Product Design Module (CB-PDM)

40 — How much did you like or dislike the method that
you just used to program the fax machine's user
settings?
Strongly like Neutral Strongly dislike
1 2 3 4 5
> Enter your choice to continue, # to exit.

42 —

44 —

46 —

48 —

50 —

52 —

54 —

56 —

58 —

60 —

62 —

Figure 3: Customer Directed Product (CDP)

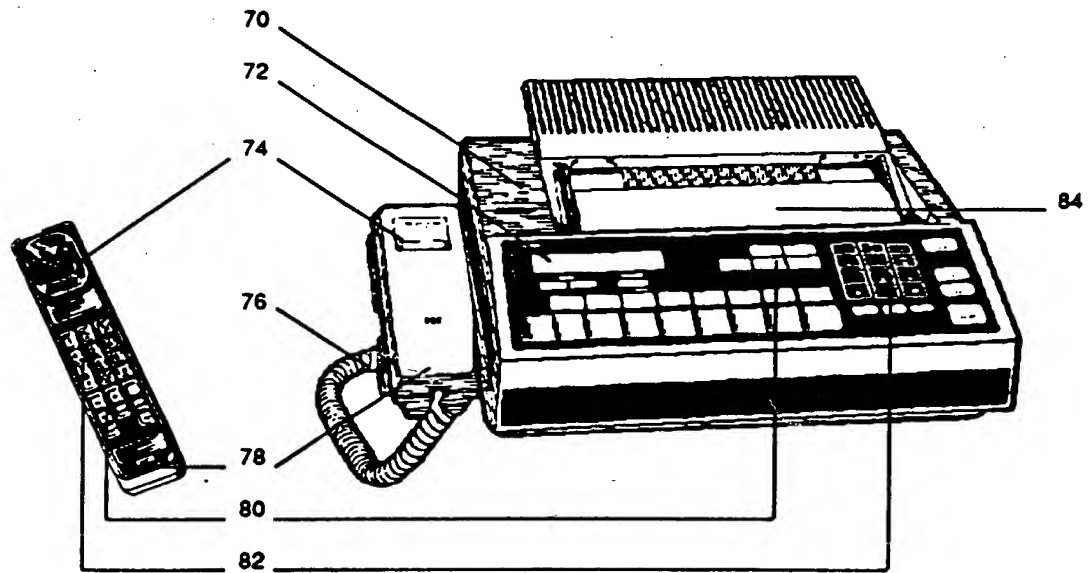
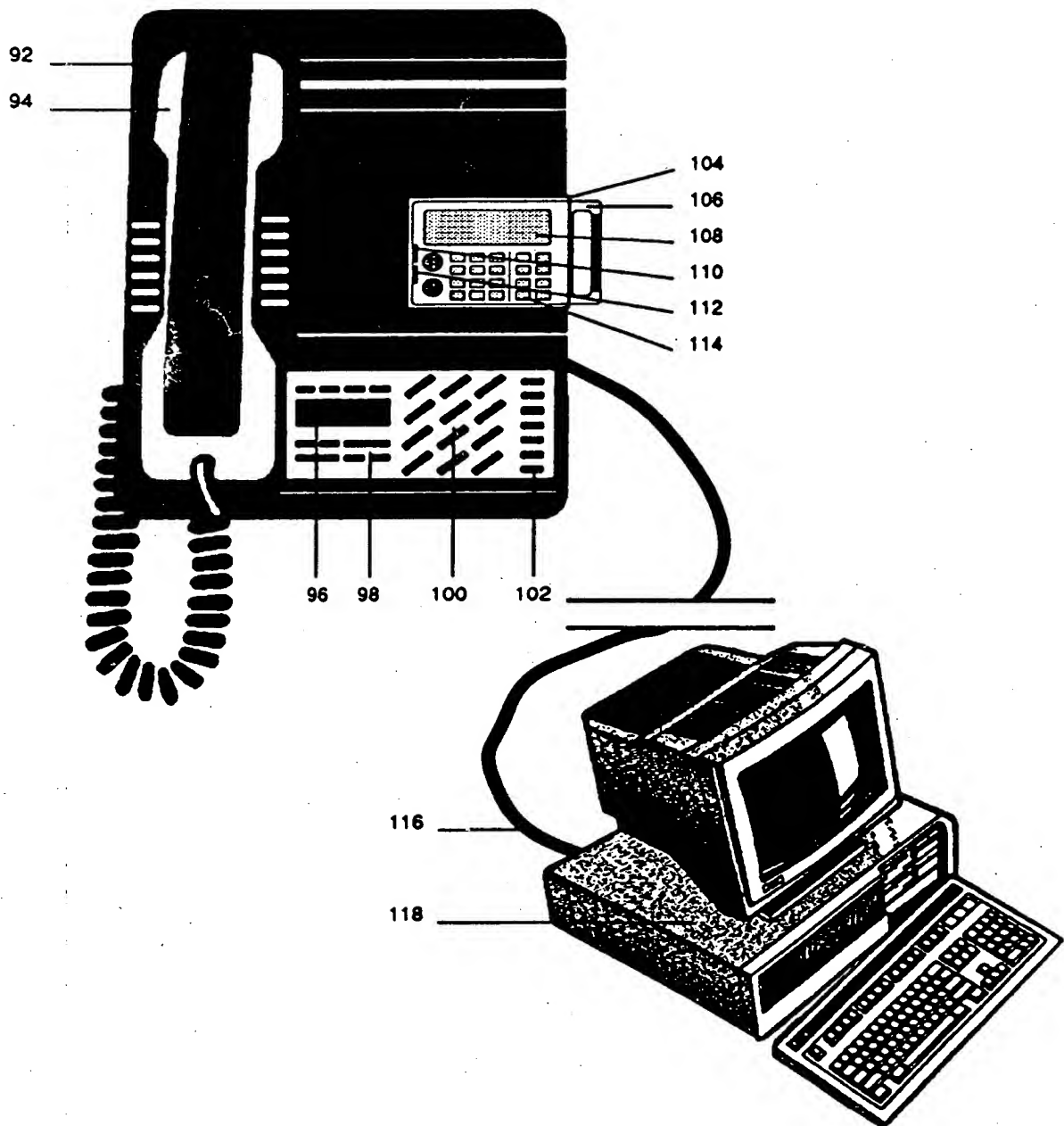


Figure 4: Customer Data Reader/Programmer (CDRP) 243638



**Figure 5: Transmitting ACD data to Vendor
directly from a CB-PD Module**

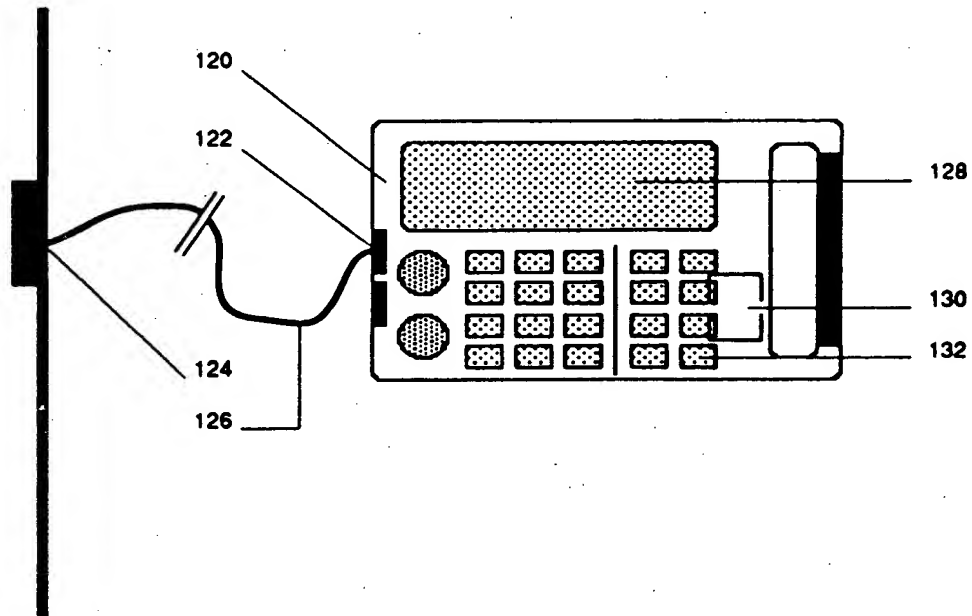


Figure 6: Block diagram of CB-PD Module

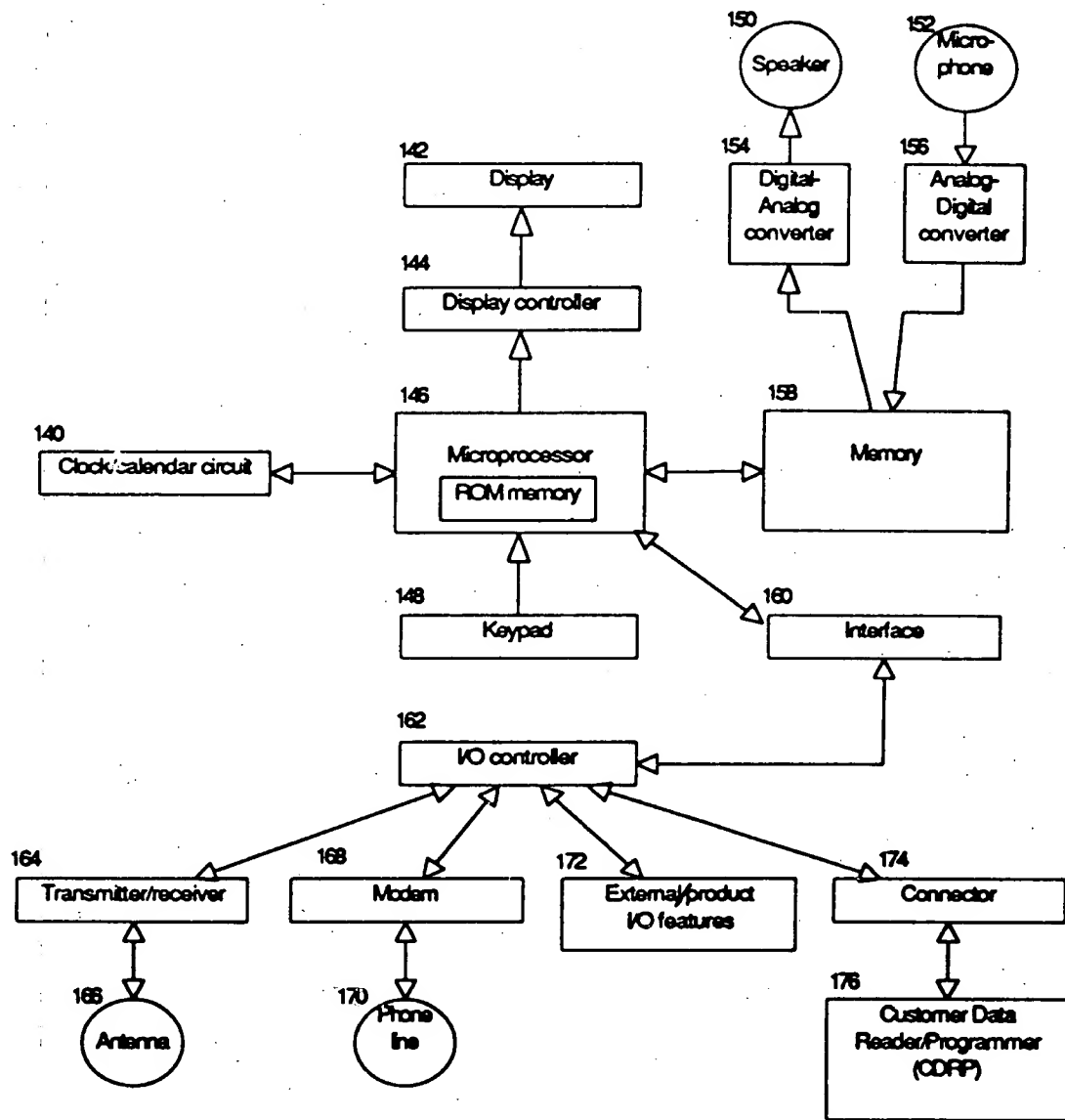


Figure 7: Block diagram of Customer Directed Product (CDP) 08/243638

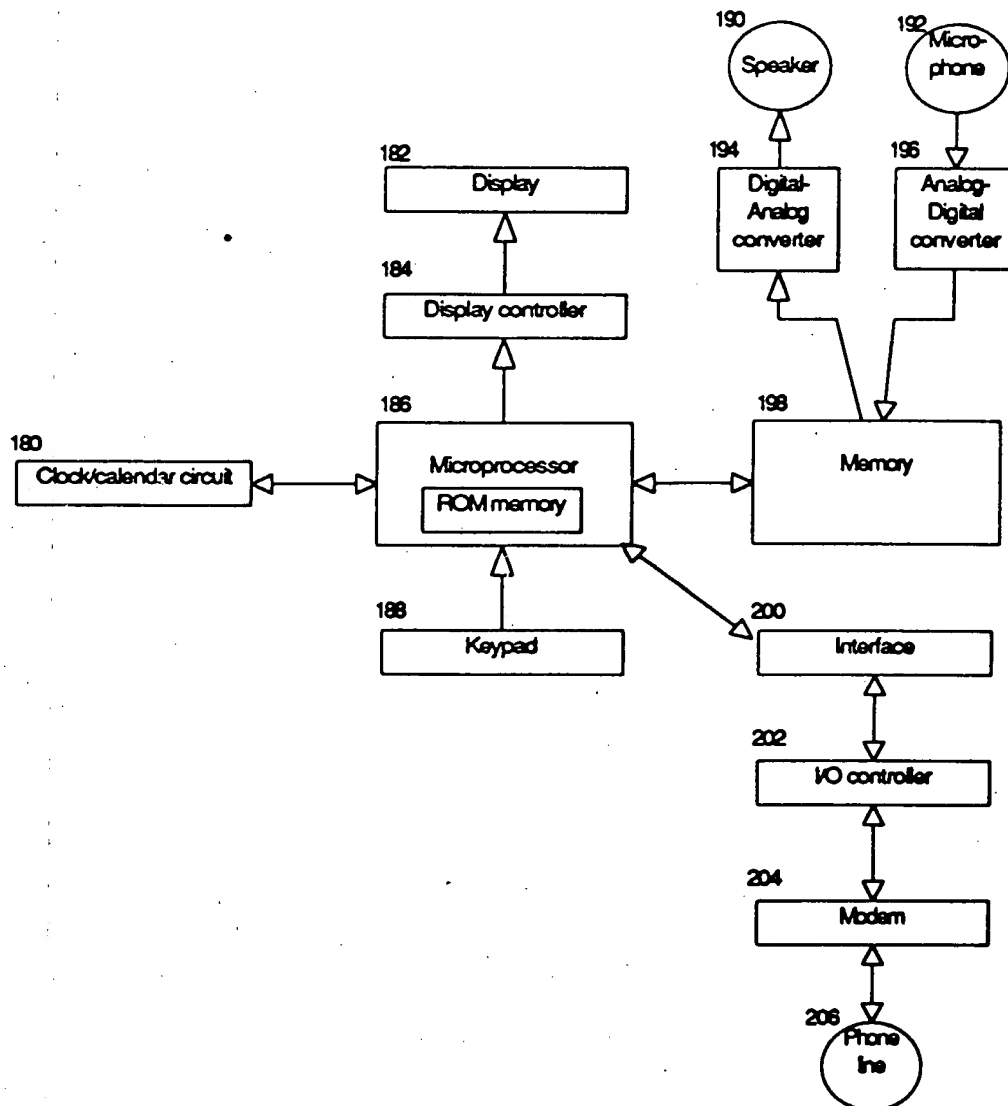


Figure 8: Instrument Design Repository (IDR)

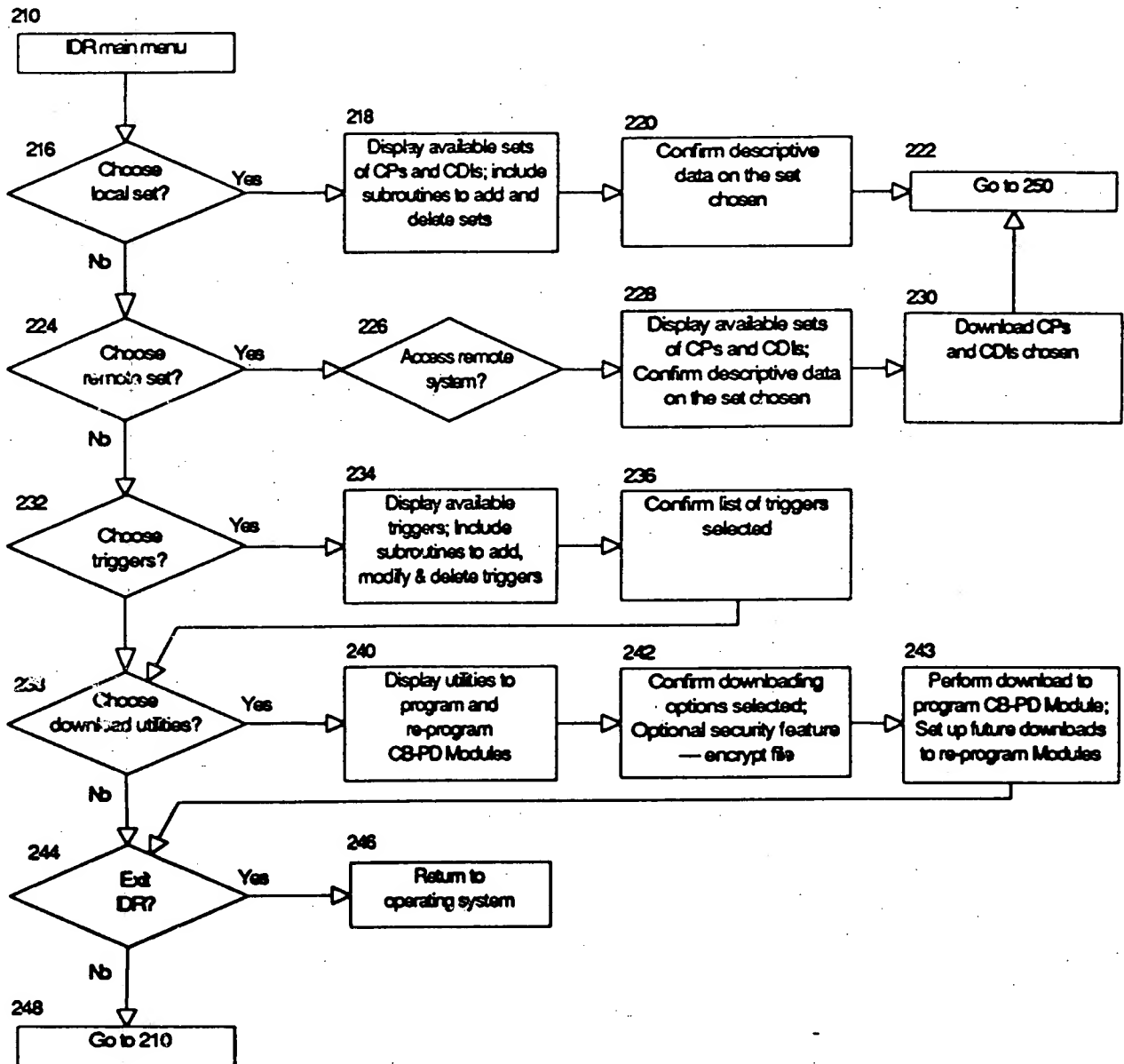
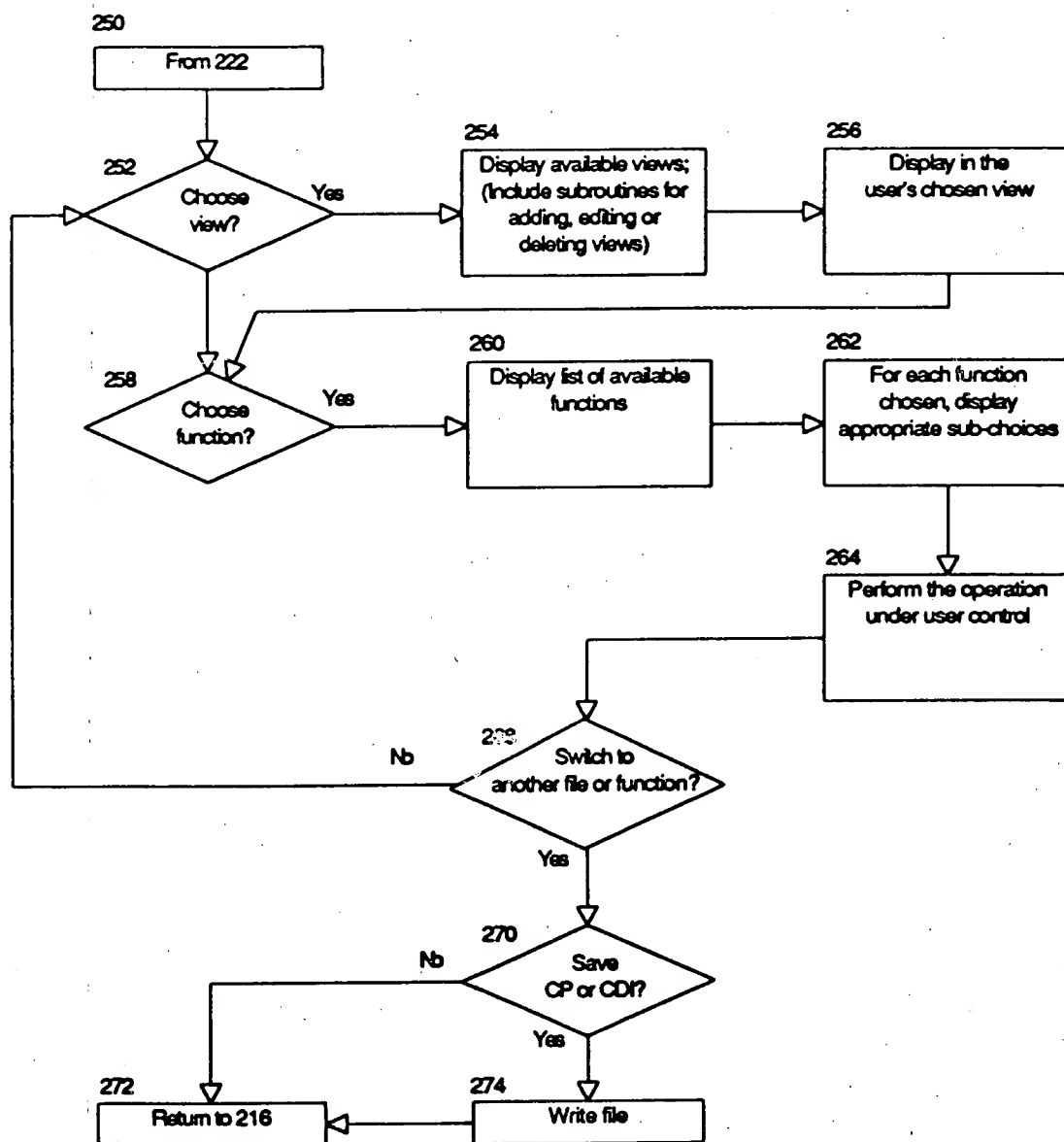


Figure 9: Instrument Design Repository (IDR)



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Figure 10: Development Interactions (DI)

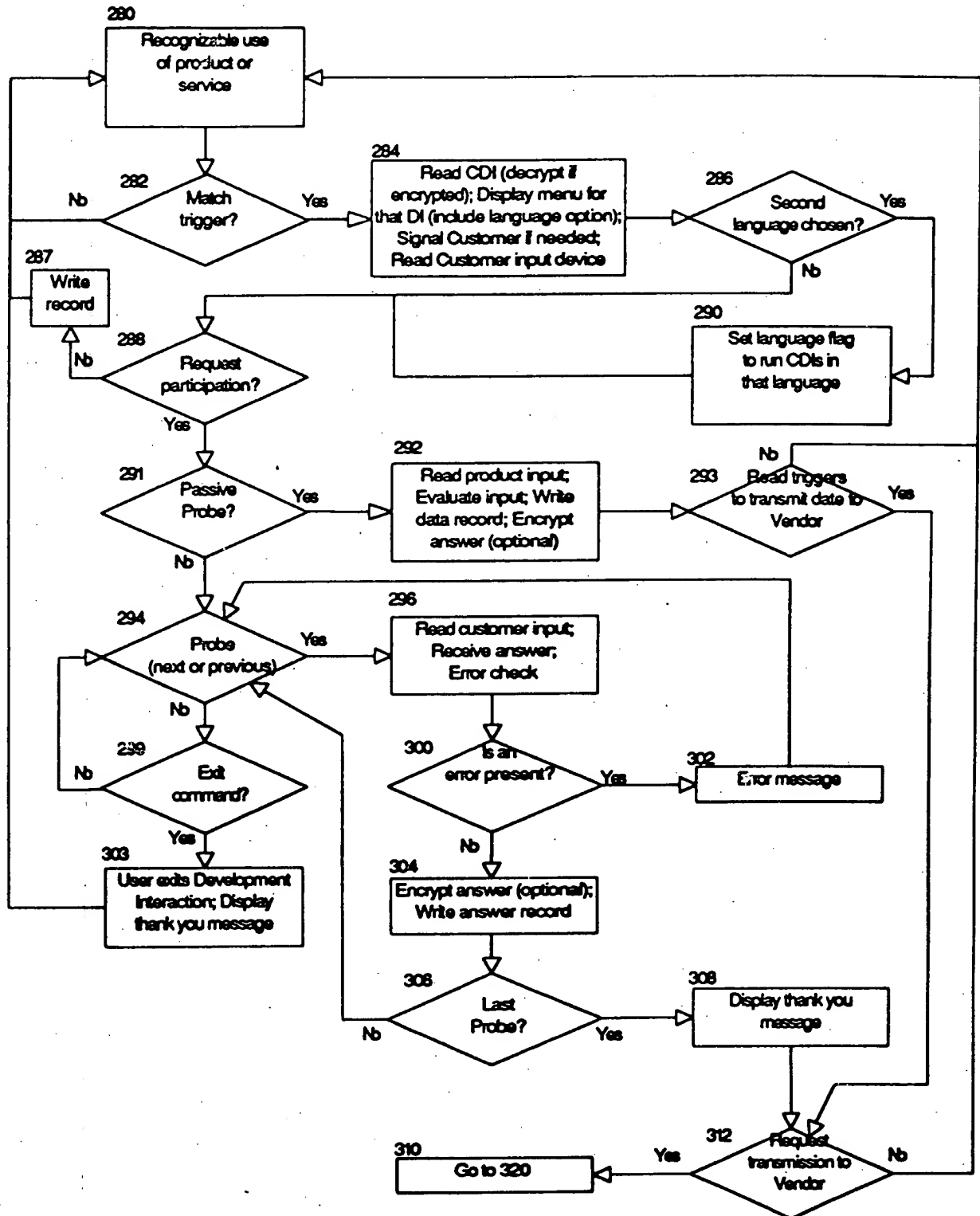


Figure 11: Transmission with Optional Security Procedures 10/24/2008 43638

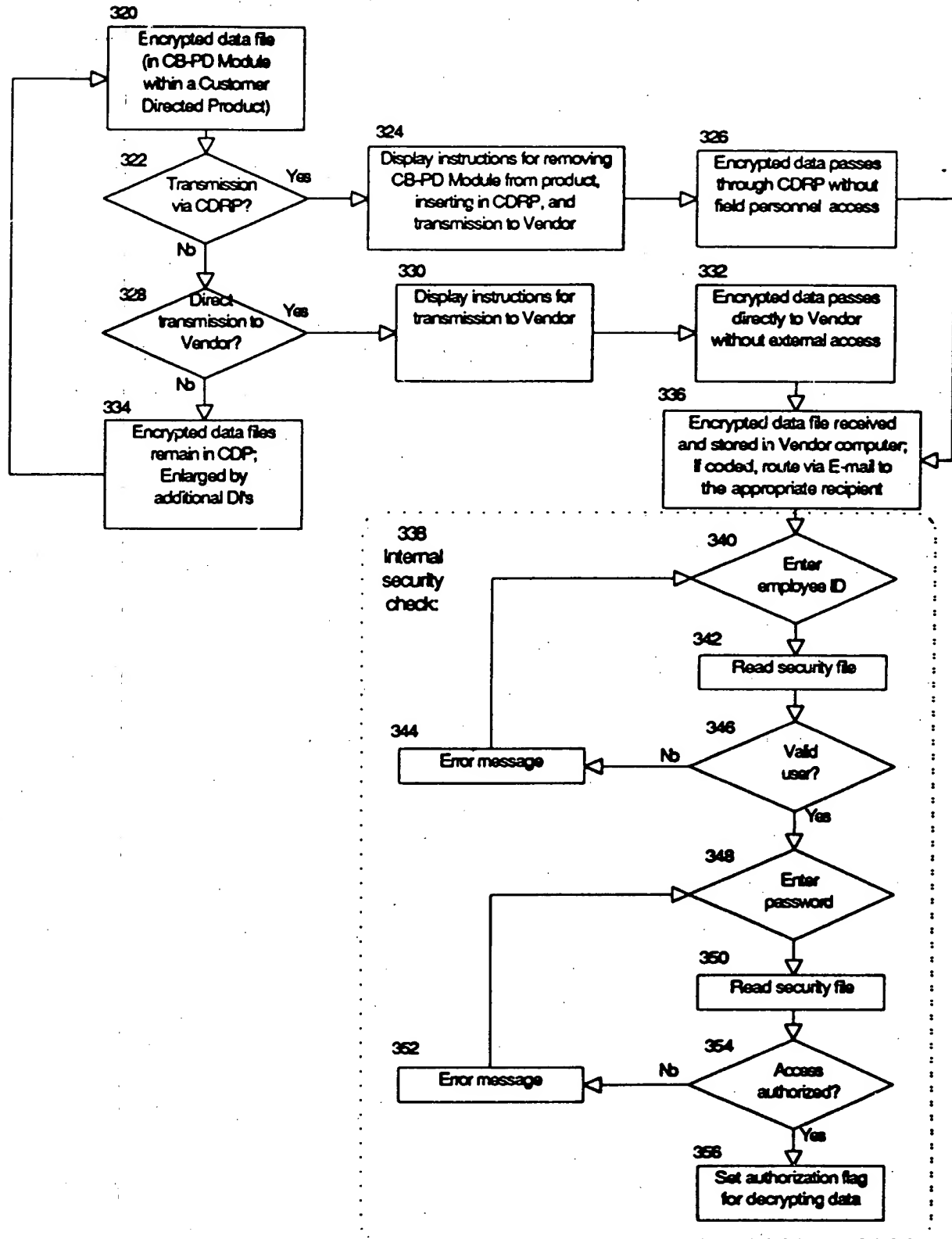
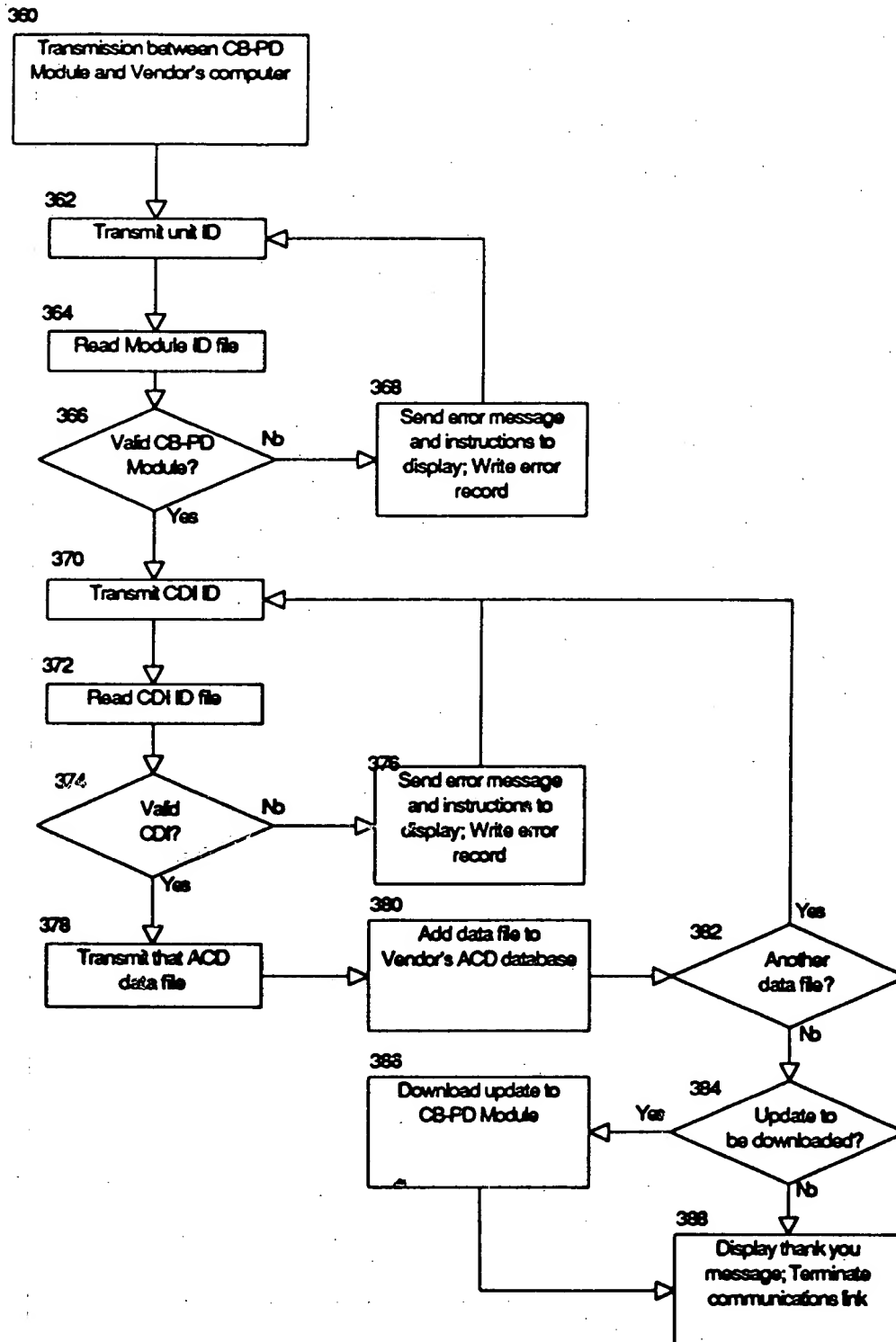


Figure 12: Growth of
Aggregate Customer Desires (ACD) Database



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Figure 13: Customer-Based Product Design Report (CB-PDR)

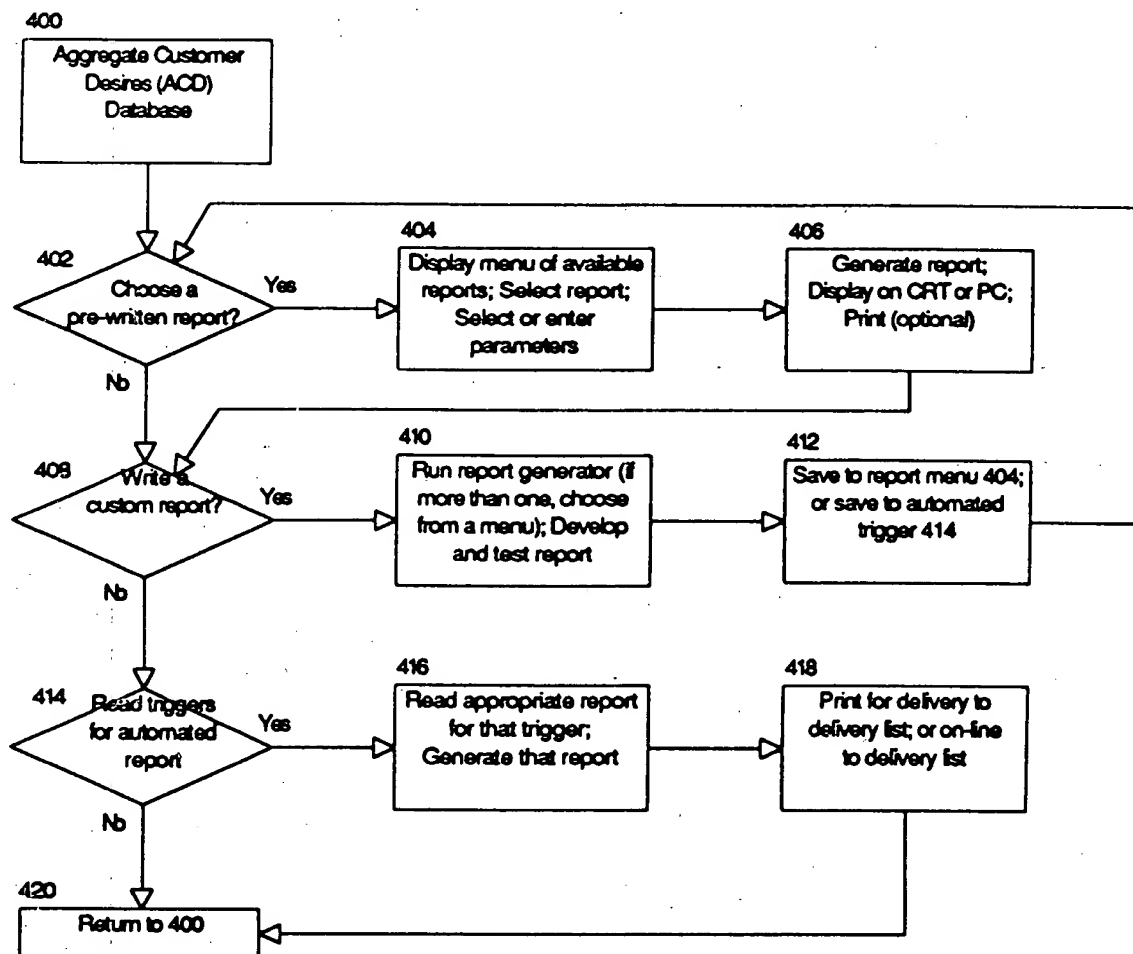
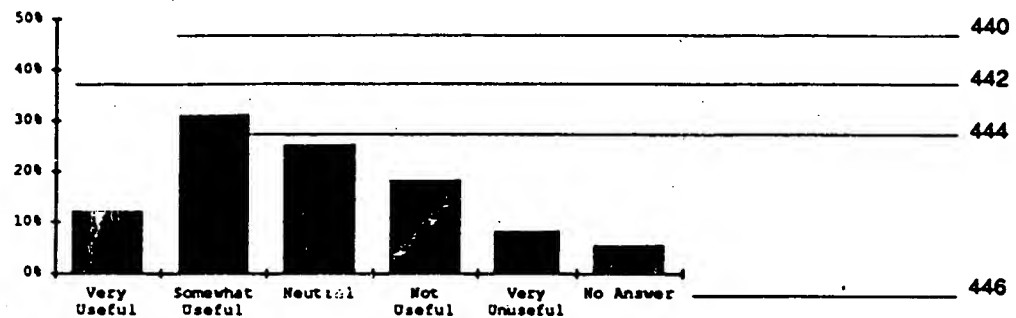


Figure 14: Recommended reporting format for Customer-Based Product Design Reports (CB-PDR)

Probe #12: Function to calculate Net Present Value _____ 430

How useful did you find this method of performing this type of calculation? _____ 432

Very Useful	12%	423	_____ 434
Somewhat Useful	31%	1,086	_____ 436
Neutral	25%	884	_____ 438
Not Useful	18%	642	_____ 438
Very Unuseful	8%	287	_____ 438
No Answer	5%	191	_____ 438



Customer comments: _____ 448

Please explain how this calculation method helped or hindered your work: _____ 450

- 1 Gives a good understanding of the interaction between different financial measures _____ 452
- 1 I could experiment with the variables
- 2 This is easy to understand
- 2 Gave me a better understanding of the numbers
- 2 It focused on the key elements so I could think about the sensitivity points
- 3 Somehow the method and my numbers were not related. Although I spent time on it, it didn't help my decision.
- 3 Too easy to miss the big picture because of data overload. Too many numbers to manipulate.
- 4 There seemed to be more than was necessary.
- 4 Should be more instructive.
- 5 Help!

No Answer Can see consequences of different assumptions _____ 454

No Answer Helped understanding but took too many tries

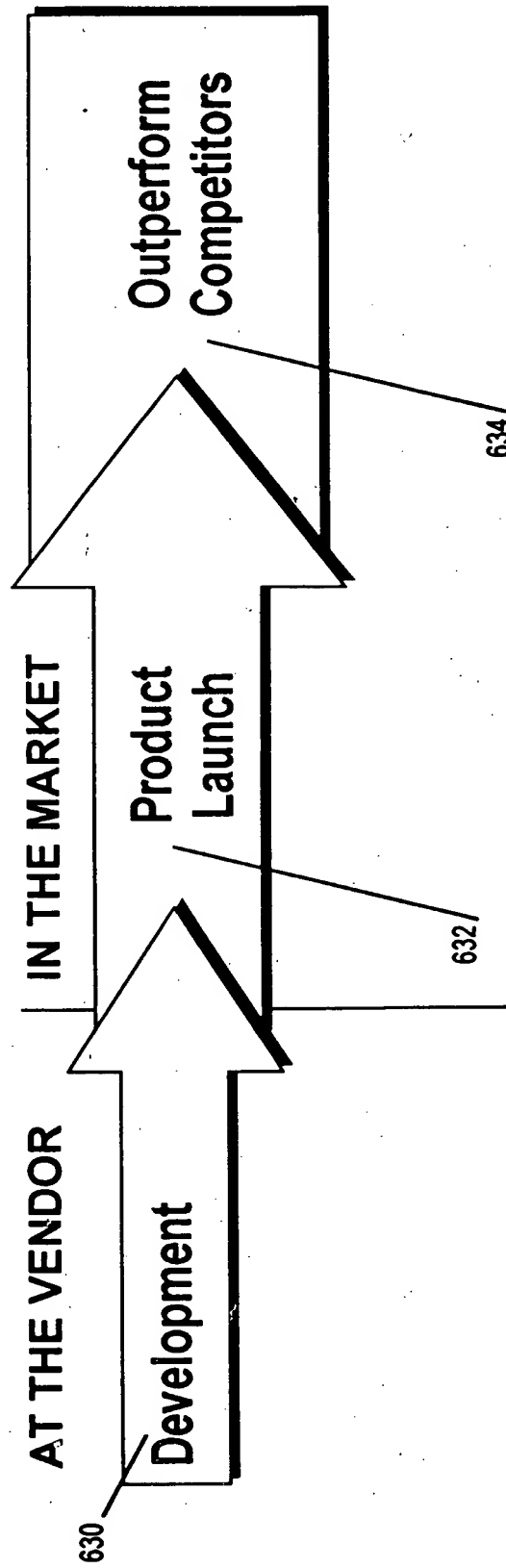
08/243638

Figure 15



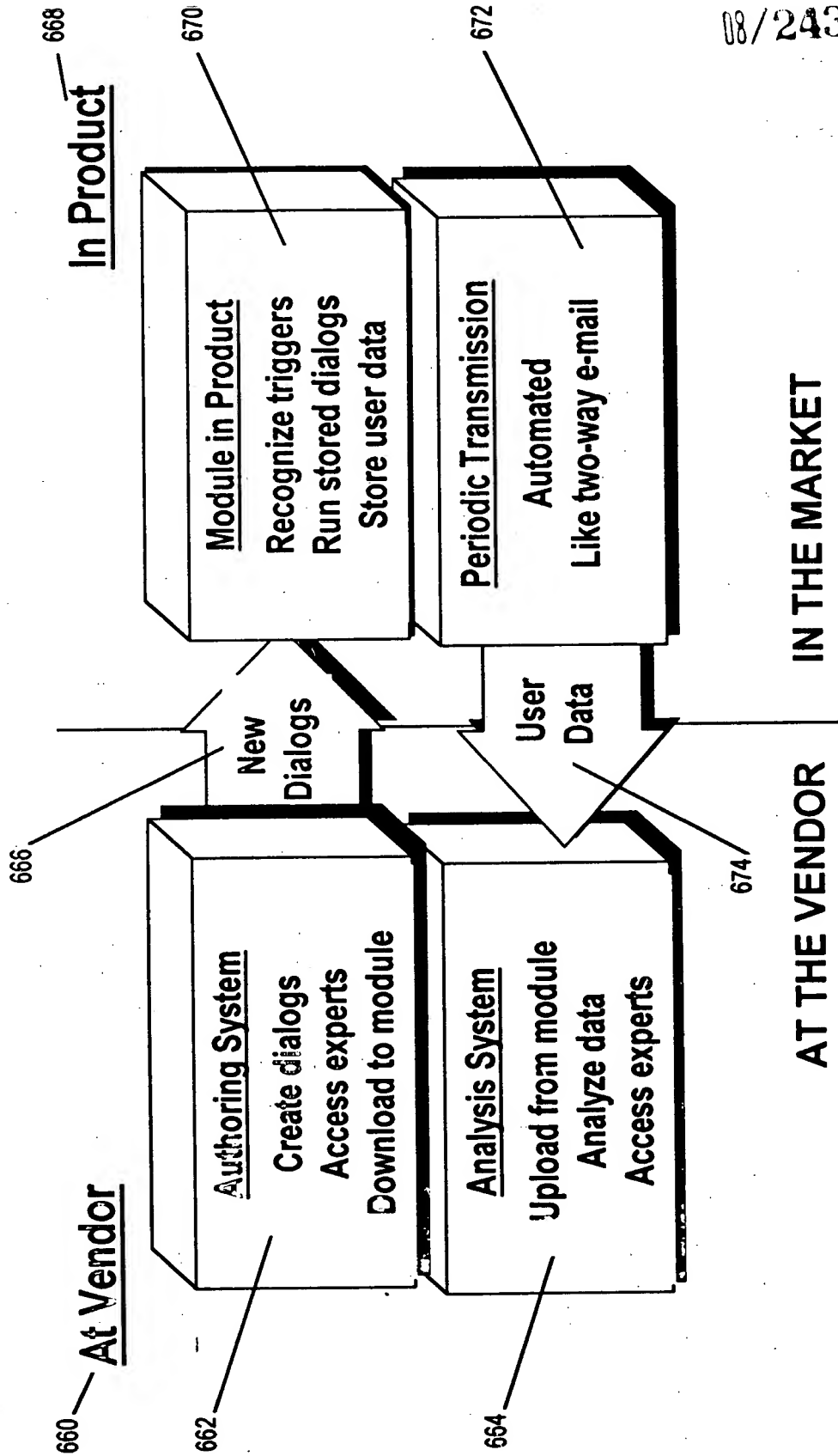
08/243638

Figure 16



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Figure 17



08/243638

Figure 18

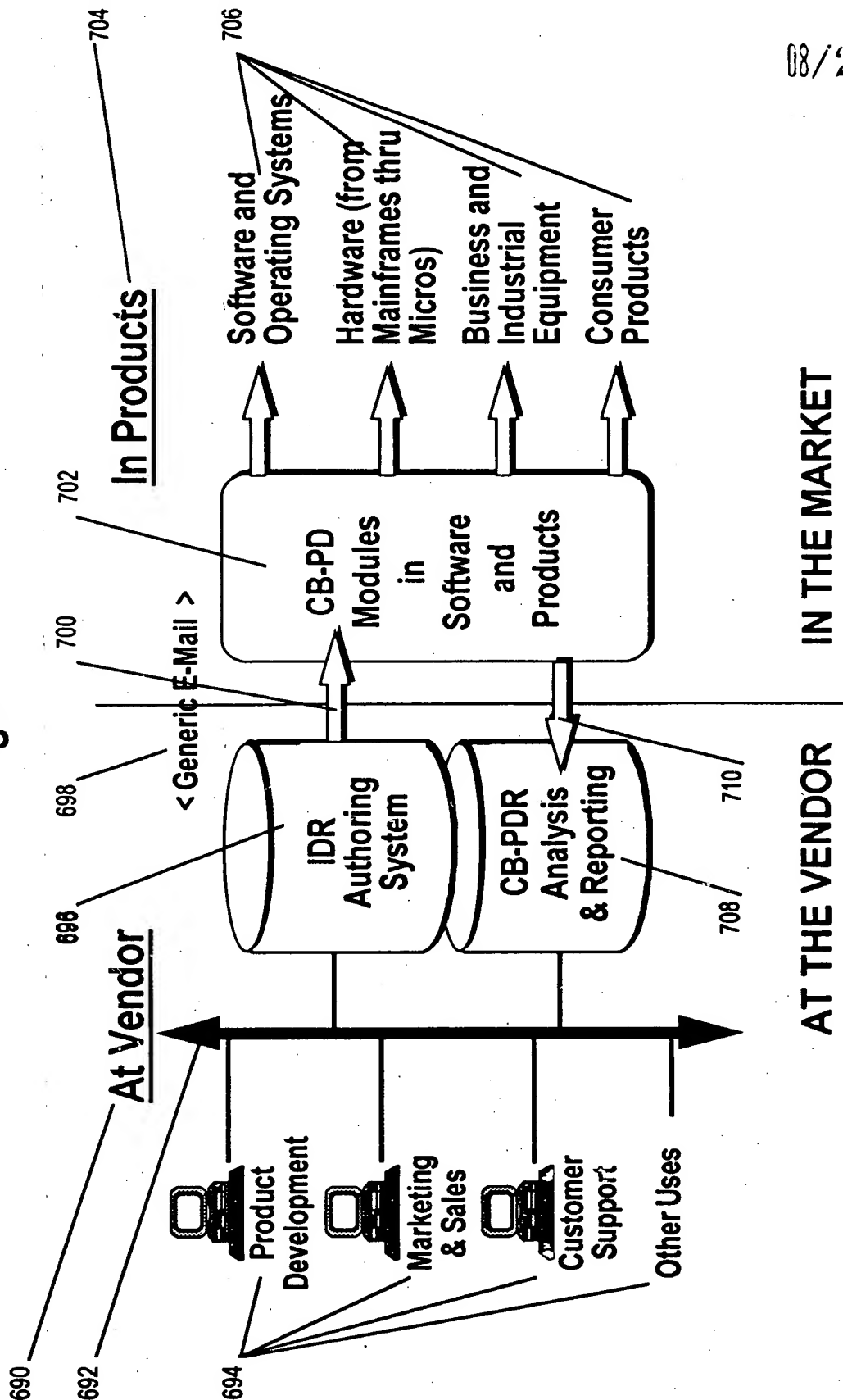


Figure 19
Open Communications and Transactions

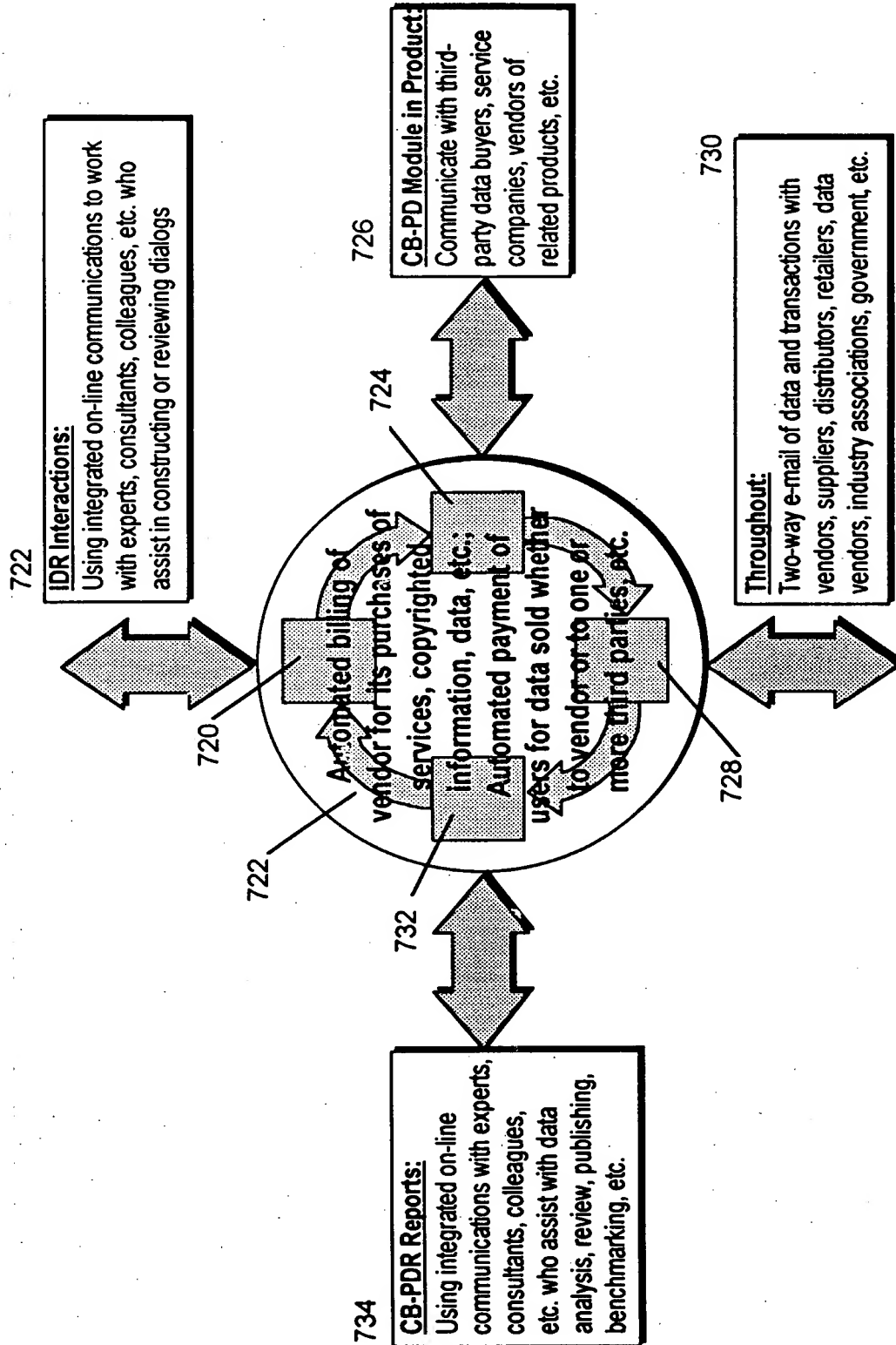
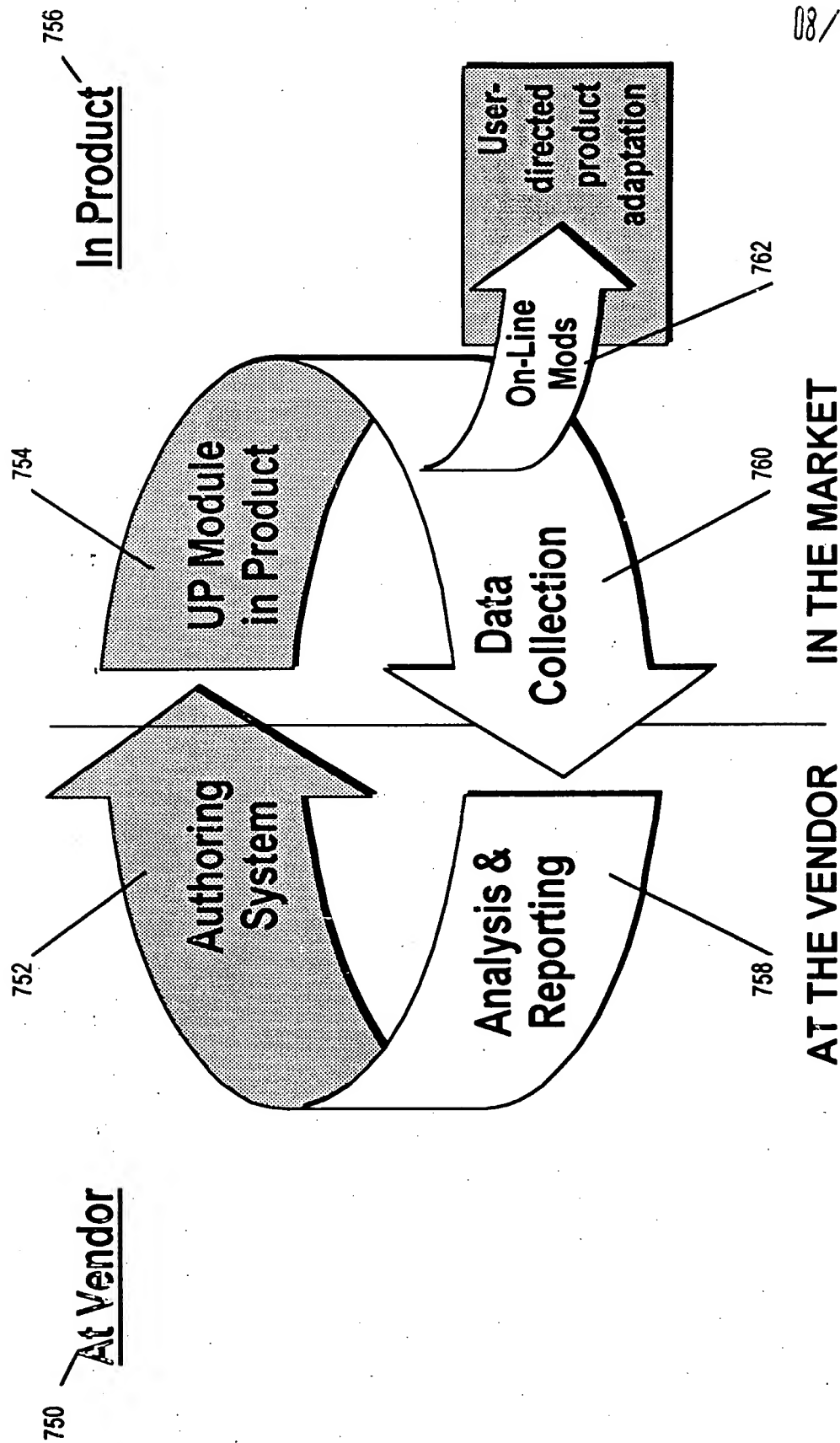
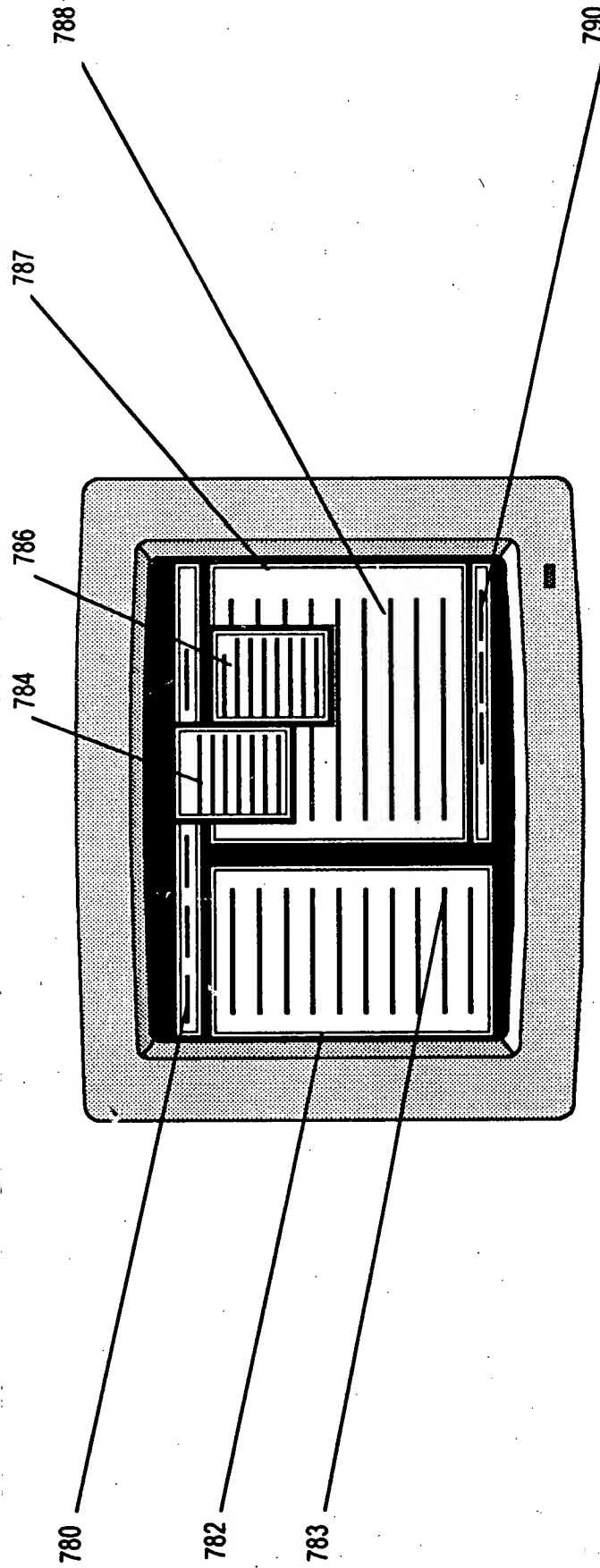


Figure 20



08/243638

Figure 21



AT THE VENDOR

08/243638

Figure 22

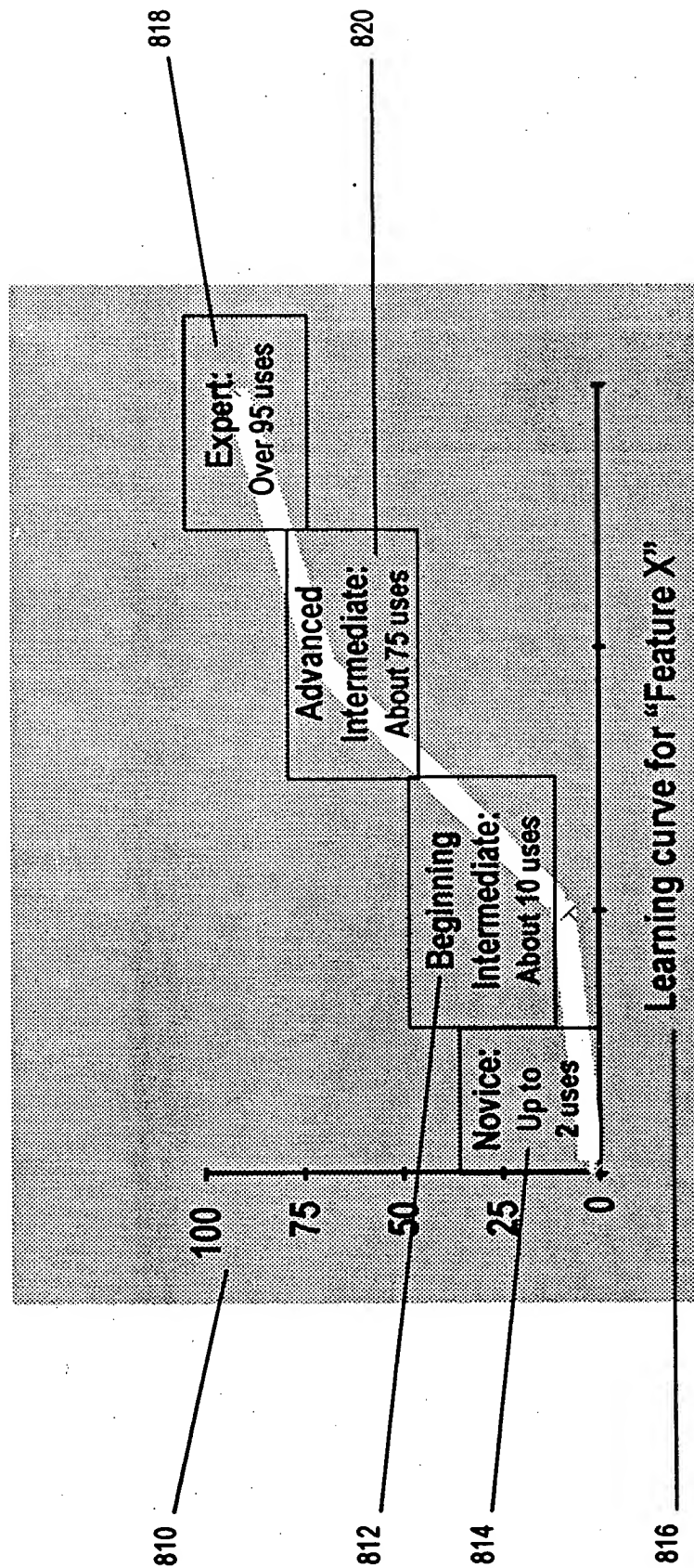


FIGURE 23

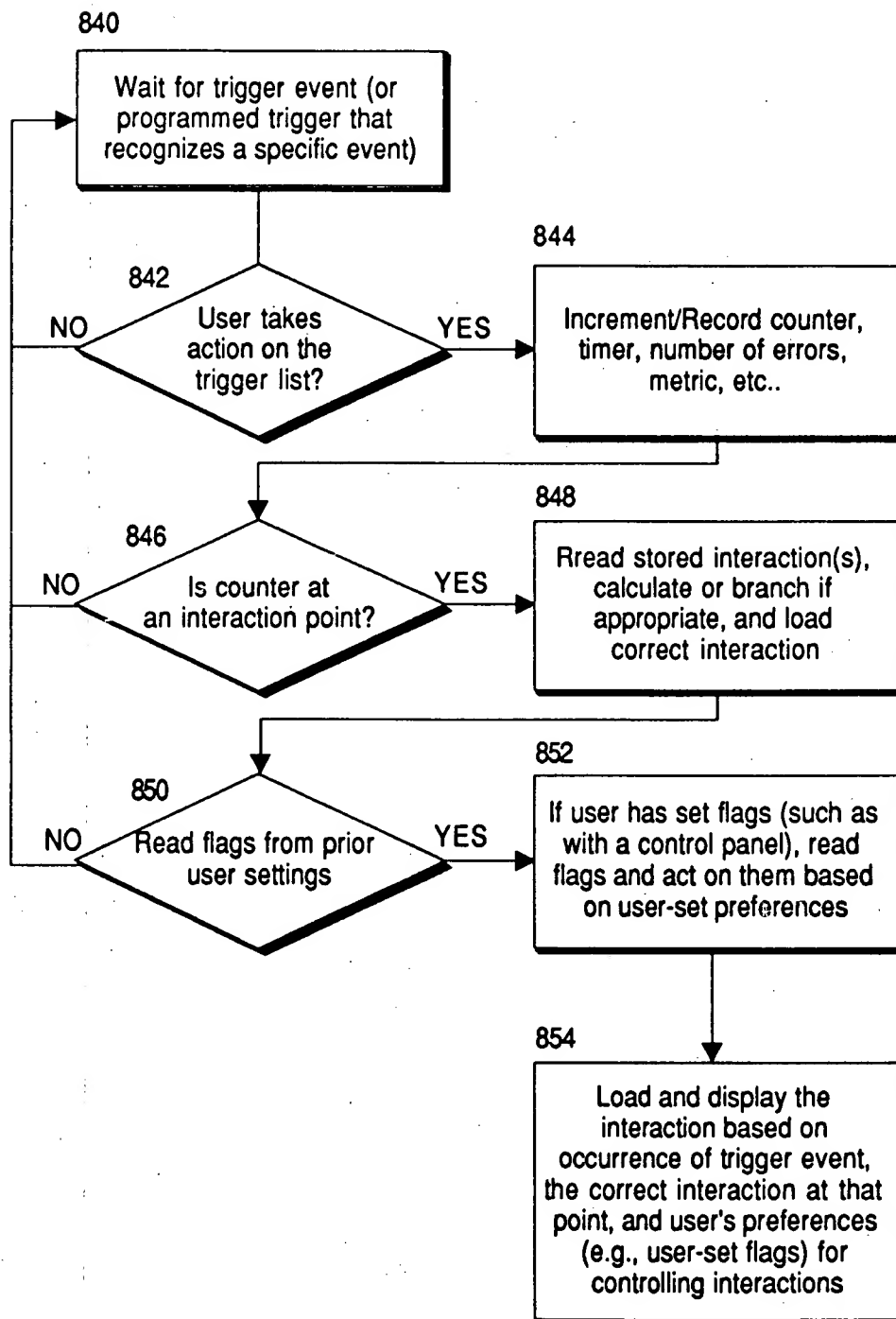


Figure 24

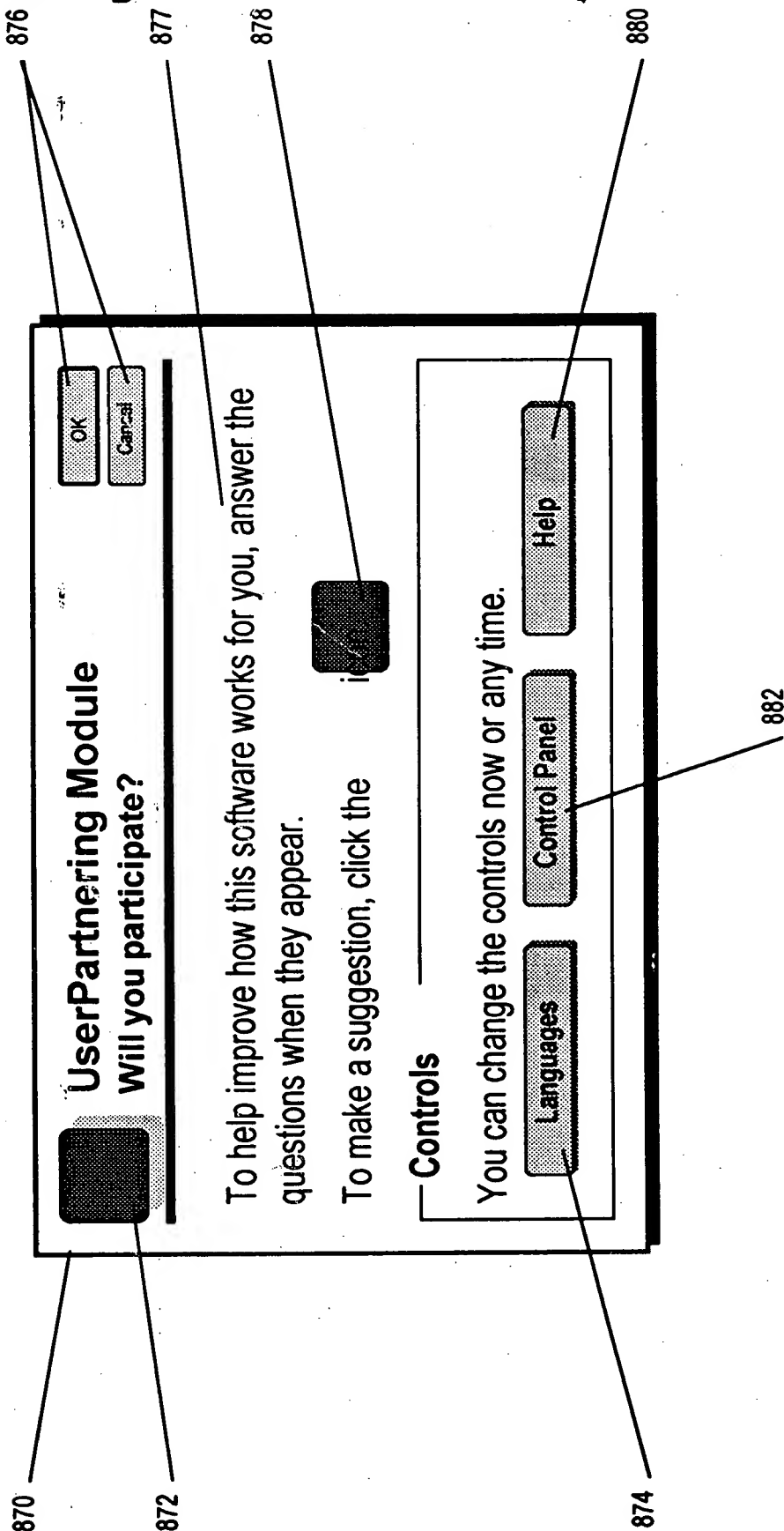


Figure 25

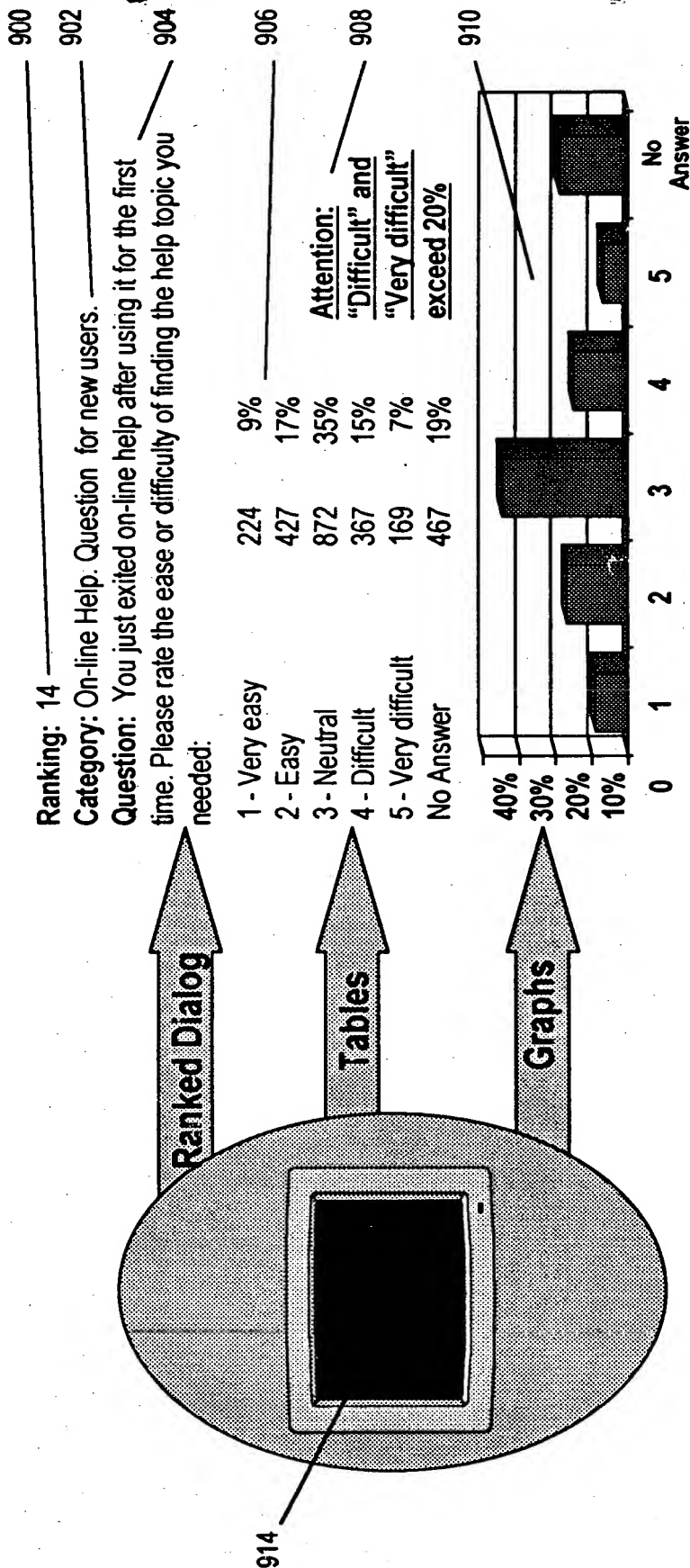
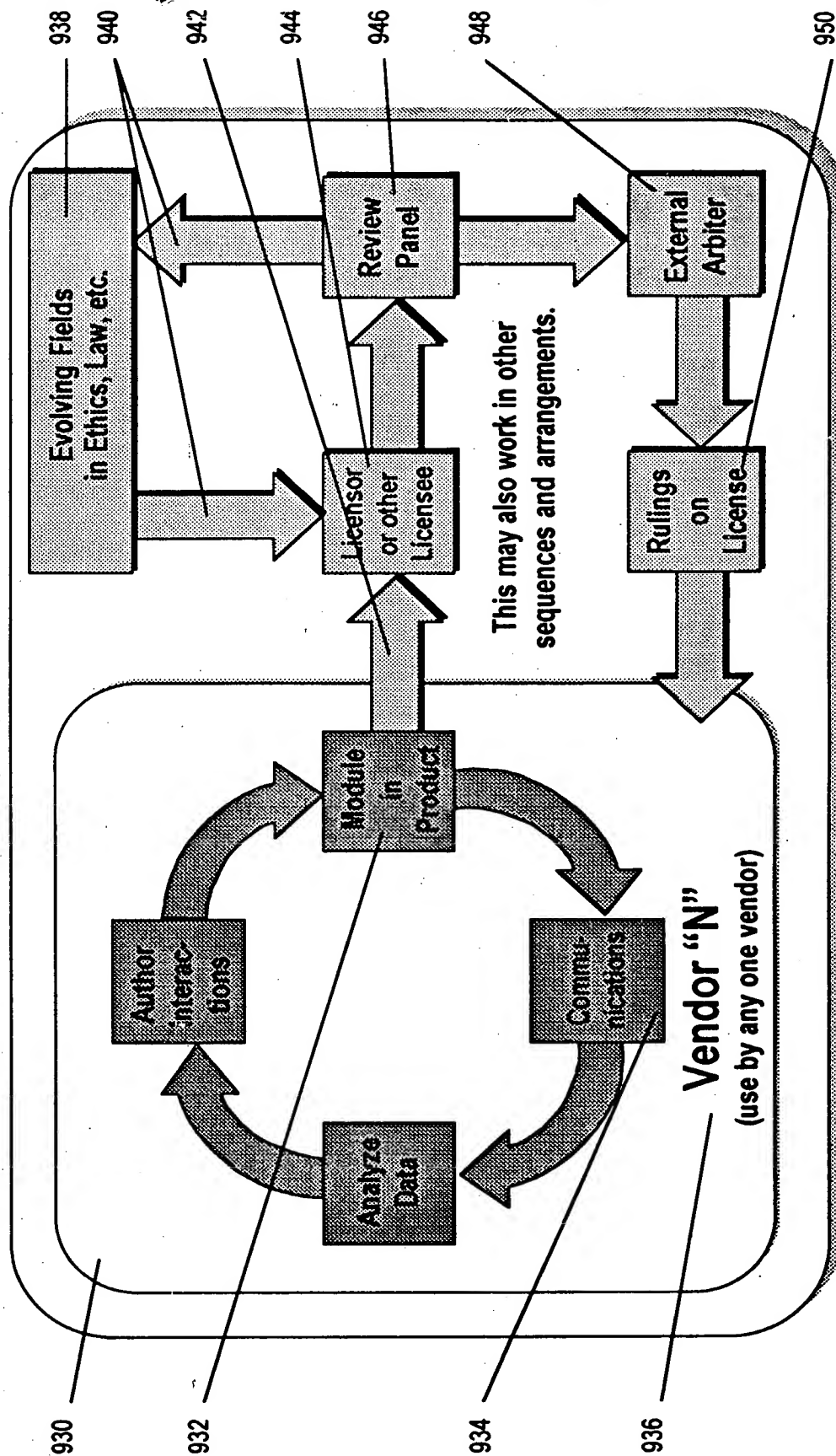
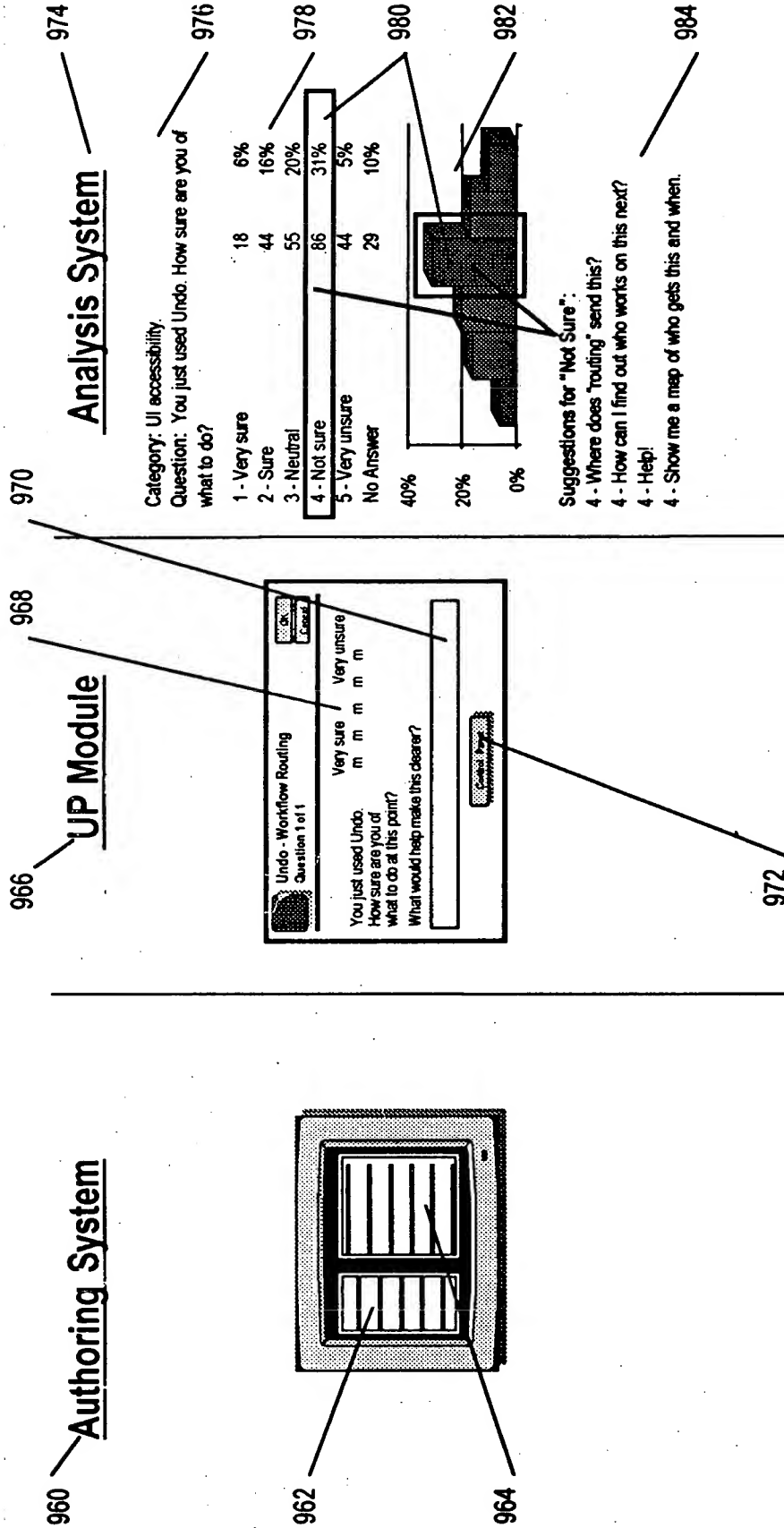


Figure 26



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Figure 27



AT THE VENDOR

IN THE MARKET

AT THE VENDOR

08/243638

Figure 28

Authoring System UP Module Analysis System

<u>Trigger Examples:</u> •User problems •User successes •User questions	<u>Dialogs:</u> •Understand terms? •Know what to do? •The right features?	<u>Findings:</u> •Know what works •Learn the problems •Start fixes early
<u>Trigger Examples:</u> •Unused features •Unanswered UI questions	<u>Dialogs:</u> •Try this feature... •Help us figure out this problem...	<u>Findings:</u> •Why features are not used •Interpret problems
<u>Trigger Examples:</u> •Known problems •Productivity •Performance	<u>Dialogs:</u> •Which UI solution do you want? •How to improve it?	<u>Findings:</u> •Choose UI designs •How to make users better and happier

Week 1

992

Week 2

994

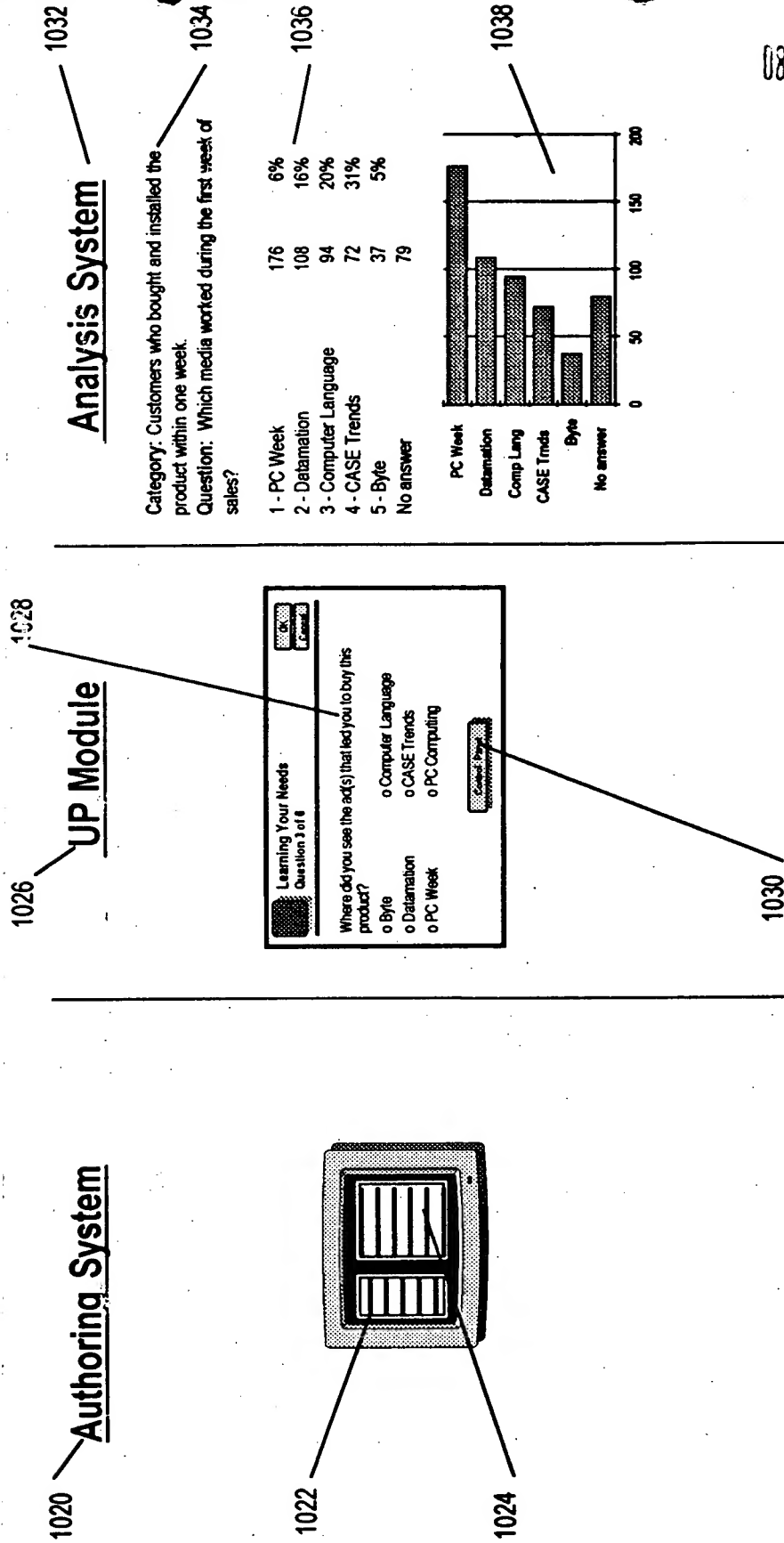
Week n through
end

996

998

08/243638

Figure 29



AT THE VENDOR

IN THE MARKET

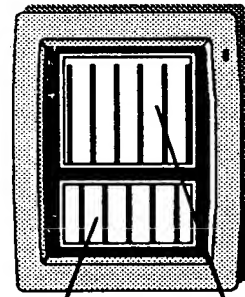
AT THE VENDOR

08/243638

Figure 30

Authoring System

1050



1052

1054

AT THE VENDOR

UP Module

1056

1058

Workflow Routing
Customer Support Solution 1 of 3

1. Display the "Employee Map" that shows users.
2. To route your document to the proper users, drag and drop it on them in the proper order.

How would you make this clearer in the future?

Display this solution again? ☐ Yes ☒ No

1062

IN THE MARKET

Analysis System

1060

1064

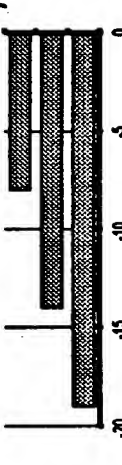
Category: User needs.
Question: Percent who want Customer Support delivered through the product.



Category: Use of on-line Support.
Question: Percent who use on-line Customer Support, ranked by feature.



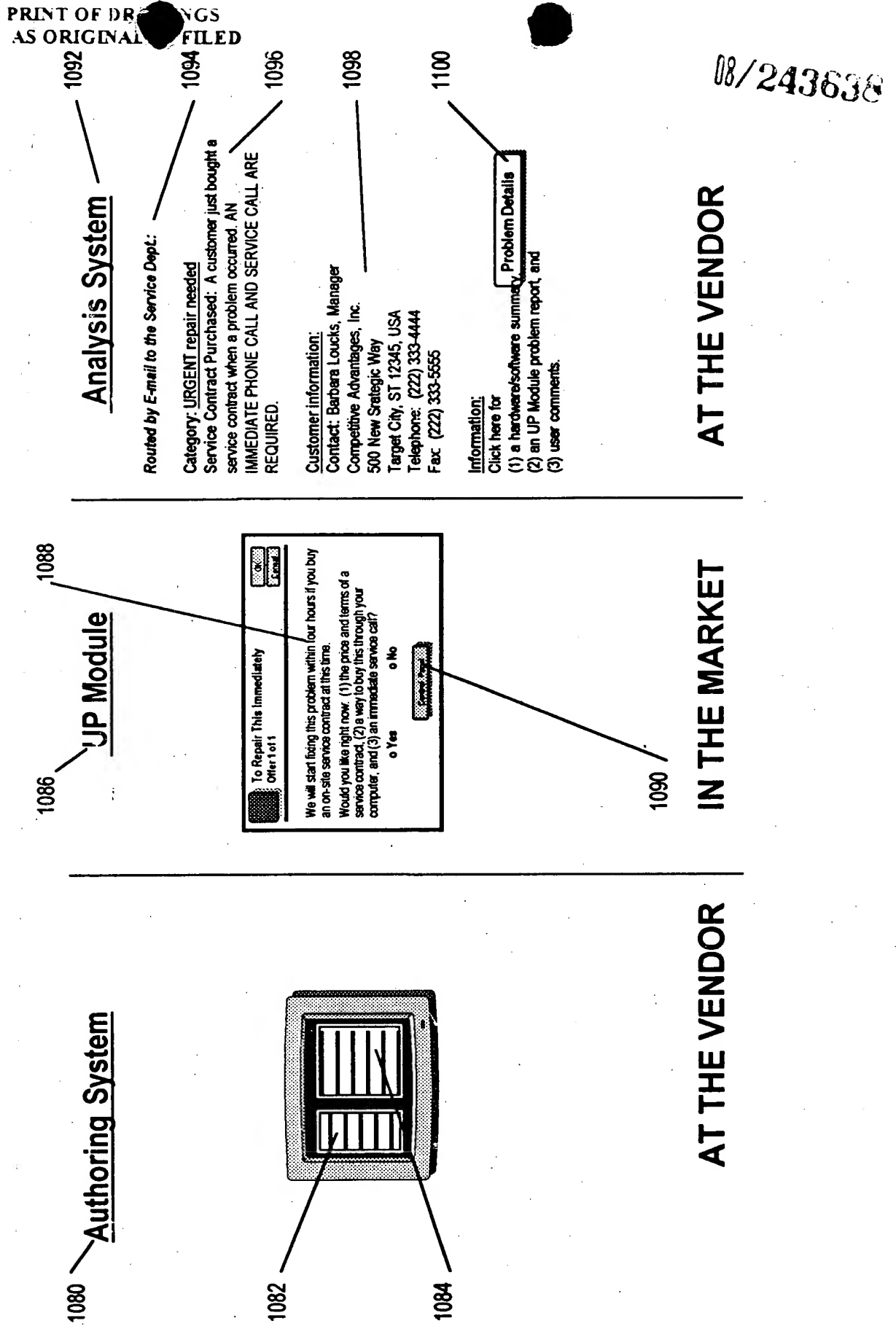
Category: Impact on performance.
Question: Change in error rates among users of on-line Support.



1066

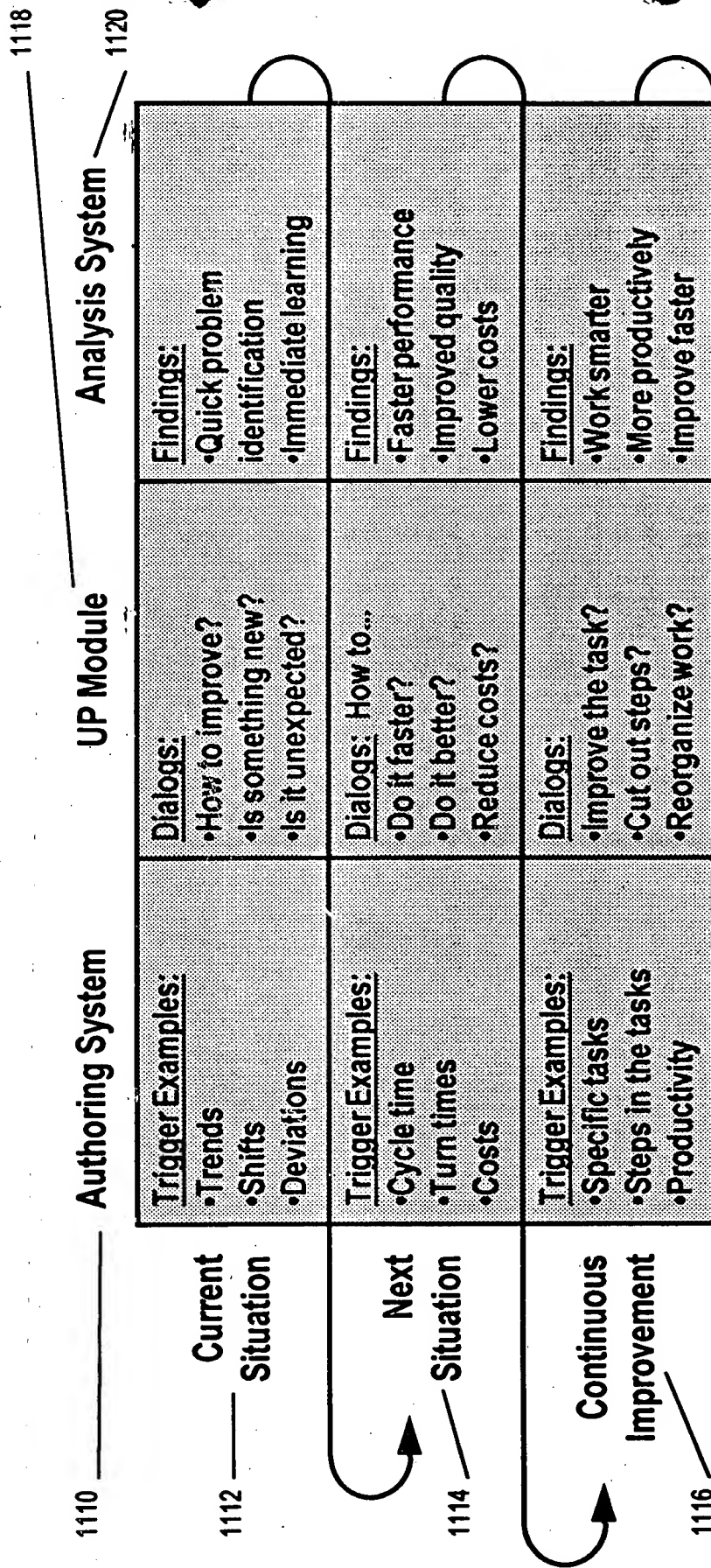
AT THE VENDOR

Figure 31



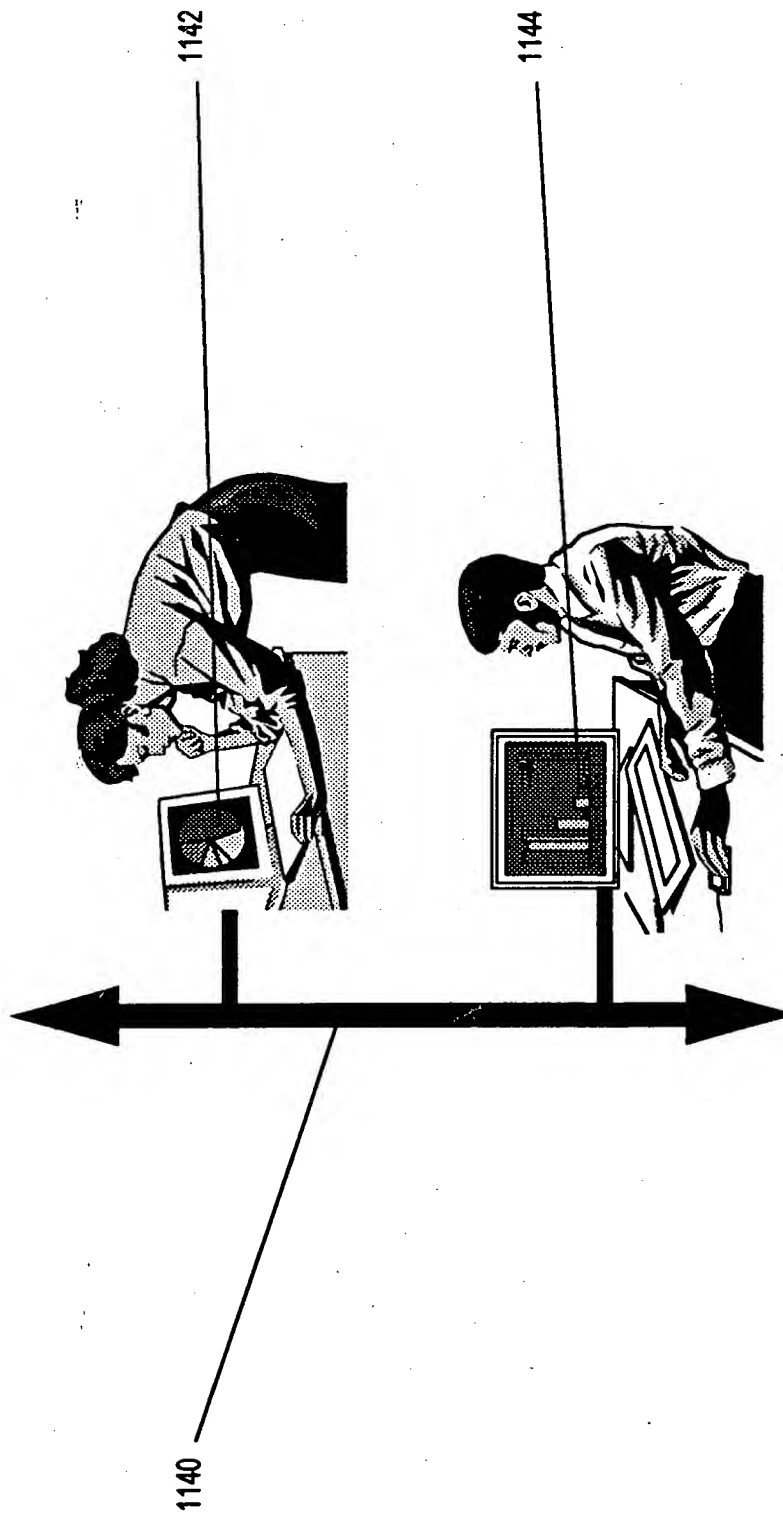
08/243638

Figure 32



08/243638

Figure 33



08/243638

FIGURE 34A

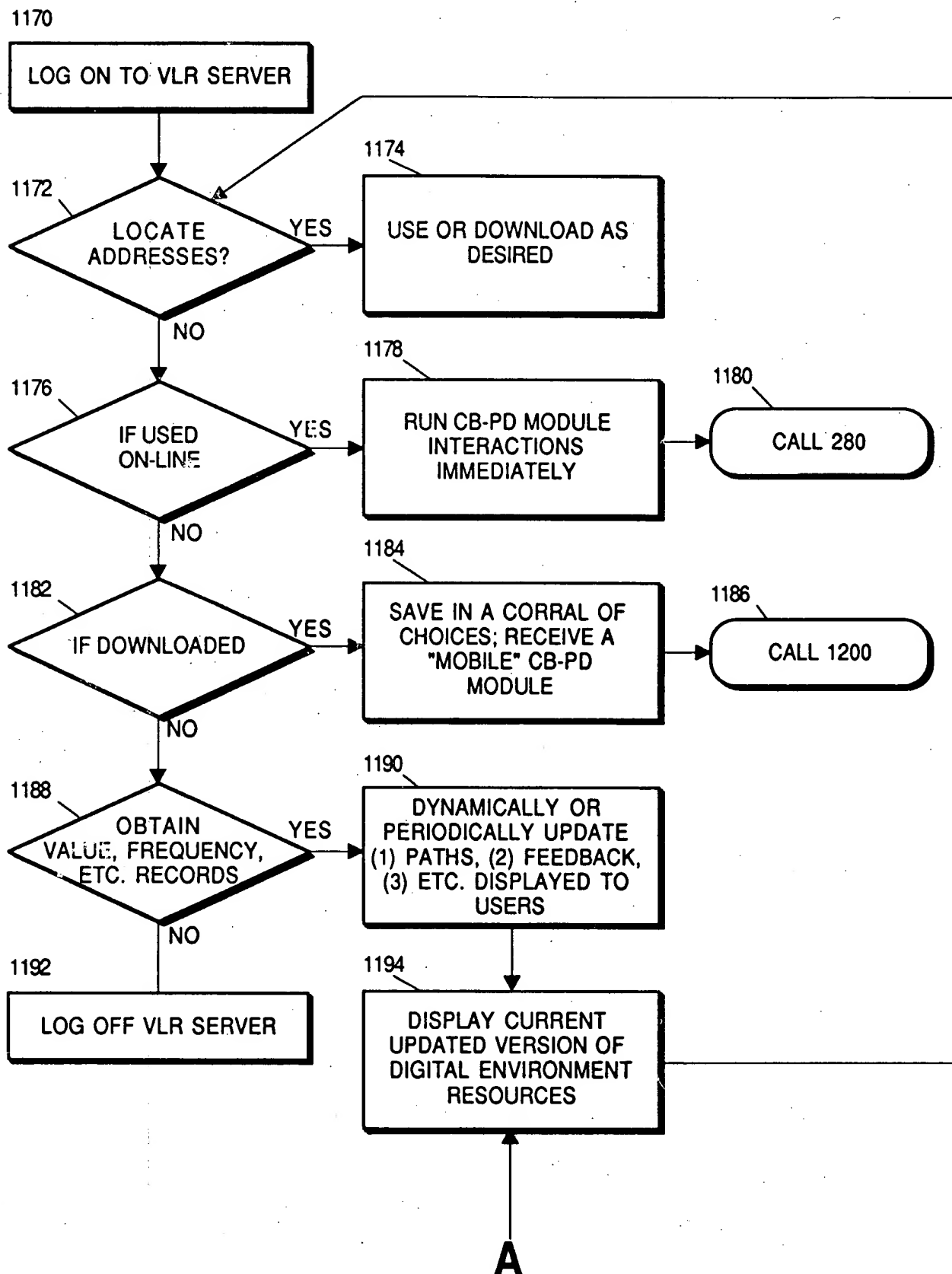


FIGURE 34B

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